

such as the CBD, the Vernon Park Mall area, and the Kinston Plaza Area. Trade development along Vernon Avenue should be limited at a minimum to low traffic volume trade generators such as florist shops and book stores. This thoroughfare has been recently widened to four lanes with a center turning lane and as stated in the transportation land use division of this section, increased strip trade development on Vernon Avenue could possibly void the intent of widening this street.

Several lots within the Kinston Planning Area have been rezoned in the last two years from a residential zone to a business zone; however, business development has not always occurred. In some instances land speculation has been the motivating factor for rezoning. Speculation should be discouraged due to the minimum benefit derived by the City. It is recommended that the Kinston Planning Board and City Council enact policy and proper procedures to discourage speculation. This could be done by requesting the rezoning applicant to show plans, development date and benefit to the community and not necessarily benefit to the individual.

As has been previously mentioned in Section I and under the transportation land use of this section, the CBD of Kinston should experience small expansion during the next twenty years. Due to residential development in other sections of the planning area and due to trade development to support the newly developed areas, the CBD could possibly deteriorate gradually. The Downtown Merchants Association should continue its efforts to compete with other trade areas. The physical attractiveness, parking facilities and physical atmosphere of the CBD plays a very important